



第27屆

# 香港國際教育展

The 27th Hong Kong  
International Education Expo



Organiser  
主辦機構:



香港中華廠商聯合會  
The Chinese Manufacturers'  
Association of Hong Kong

Fair Manager  
展會管理機構:



香港中華廠商聯合會  
展覽服務有限公司  
CMA Exhibition Services Limited



hkieducationexpo

[www.hkiee.com.hk](http://www.hkiee.com.hk)

香港中華廠商聯合會於2019年5月及7月成功舉辦第25屆香港國際教育展(教育展)及第26屆香港國際教育及就業展覽(教育及就業展)，雲集逾700家來自18個國家及地區的海內外及本地的著名院校及教育機構參與，同時獲眾多學校校長及老師，以及學生和家長的高度關注，成功吸引大批媒體到場採訪，包括電視、電台及報章等都廣泛報導教育展的情況及焦點活動。教育展和教育及就業展共吸引近2萬人次進場參觀，打破歷屆入場記錄。此外，展覽期間舉辦多場講座，每場講座平均吸引過百人參與，效益顯著，可見教育展同時獲得參觀人士及參展商的良好口碑。

The 25th Hong Kong International Education Expo (HKIEE) and The 26th Hong Kong International Education and Careers Expo (HKIECE), organised by The Chinese Manufacturers' Association of Hong Kong, were held successfully in May and July, 2019 respectively. Over 700 education providers from 18 countries and regions were featured in the Expo. We were not only received good responses from school principal, teachers, students and their parents, but also captured wide attention from print and broadcast media and generated a large amount of coverage. The Expos attracted close to 20,000 visitors, breaking the all-time attendance records. Moreover, each of the seminars held during the expo attracted over 100 attendances, which increase the reorganisation of the exhibition among the visitors and exhibitors.



第27屆香港國際教育展載譽歸來，將於5月29-30日假香港會議展覽中心展覽廳舉行。教育展涵蓋各海內外大、中、小學、專上及持續進修學院及升學顧問中心等，使參觀者可一網搜羅本地及海外升學資訊。展覽期間亦將舉辦不同類型活動，如名人分享、院校簡介會、最新升學資訊及就業講座等，讓參觀人士掌握豐富及實用的資訊。

Entering into the 27th edition, HKIEE will be held on 29-30 May 2021 at the Hong Kong Convention & Exhibition Centre. HKIEE will continue to provide a comprehensive platform for local and overseas education institutions and education consultants to exhibit the latest information on local & overseas programmes. The Expo will also stage a series of educational seminars, including briefing sessions by different schools and institutions, as well as recruitment talks. At 26th Expo, near 30 free seminars in total were arranged for the visitors.



廠商會憑著專業的管理團隊及強大的業界網絡，成功為第25屆教育展及第26屆教育及就業展覽奠定基礎，加上展會一連串的推廣，包括透過電視、報章、雜誌、戶外廣告，以至不同社交平台及網站等全方位宣傳，相信定能為今年教育展創出更理想佳績。

With extensive experience in the field of exhibition, a quality management team and a strong industry network, the CMA has laid a good foundation for the 25th HKIEE and the 26th HKIECE. Together with a phased advertising and promotion campaigns to roll out through a wide array of traditional and digital media channels, including: TV, newspapers, magazines, outdoor advertising, different social medias, official websites, etc., CMA is confident in helping various local and international institutions promote their business and enrolment in Hong Kong in the coming Expo more effectively.

## Maximize Opportunities at Best Timing 黃金檔期 商機滿溢

- Meeting the immediate needs of candidates closely before the release of HKDSE result  
中學文憑試放榜前檔期，配合考生迫切升學需要
- Create new recruitment opportunity, and to build extensive network  
最直接及有效途徑接觸考生，協助拓展市場及擴大招生網絡
- Raise Your Profile with our marketing campaign across the region  
強勁宣傳覆蓋全港，助參展商建立形象及提高知名度

### Categories of Exhibitors 參展商類別

- Universities & Tertiary Institutions  
大學及專上學院
- Vocational Training Institutions  
職業訓練學校
- Language Schools  
語文學校
- Overseas Boarding Schools  
海外寄宿學校
- Overseas Education Consultants  
海外升學顧問
- Arts and Design Schools  
藝術及設計學校
- Adult & Continuing Education Institutions  
專科及進修學校
- International Schools  
國際學校
- Creative & Supplementary Education Institutions  
創意及補習機構
- Study Tours & Summer Camps  
暑期遊學團夏令營
- Early Childhood Education Institutions  
幼兒教育機構
- Government and Related Organisations  
政府部門及公營機構

教育展多年來獲多間知名海外升學機構及本地院校持續支持參展，我們將繼續致力創出理想佳績，協助各參展商拓展業務。

Glad of having many well-known overseas and local education institutions as the HKIEE loyal exhibitors, HKIEE cherish every good education institution and hope to introduce this great platform with you.

# The 27th | Hong Kong International Education Expo

## 第27屆香港國際教育展

Date : 29- 30/5/2021 (2 days)

Venue : Hall 1E, Hong Kong Convention and Exhibition Centre

日期： 2021年5月29日至30日(共2天)

地點： 香港會議展覽中心1E展覽廳

Participation fee 參展費用：

Standard booth 標準攤位 (3m x 3m)	Raw space 空地攤位 (> 18m <sup>2</sup> )
US\$3,380 / HK\$26,000 美金3,380元 / 港幣26,000元	US\$325 / HK\$2,500 ( Per sqm ) 美金 325元 / 港幣2,500元 ( 每平方米 )
標準攤位可加購精裝佈置(3mx3m)：共4款選項，由港幣3,500-6,500元不等，此項目不設任何折扣優惠，詳情請聯繫我們。 Add-on deluxe decoration for standard both: 4 booth types, from HK\$3,500-6,500(no discount item), please contact us for details.	

Note:

1. Standard booth package include booth construction and basic facilities.
2. By 26/3/2021: 30% off discount for subscription of the expo.
3. By 7/5/2021: 20% off discount for subscription of the expo.
4. As announced in the 2020 to the Policy Address and the 2021-22 Budget, the scope of the SME Export Marketing Fund (EMF) will be expanded to cover exhibitions organised by organisers with proven track record targeting the local market. The eligible exhibitor may opt to apply for reimbursement. For more details, please visit: [www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk)

註：

1. 標準攤位費用包括攤位搭建及基本設施。
2. 於2021年3月26日或之前報名，可獲7折優惠。
3. 於2021年5月7日或之前報名，可獲8折優惠。
4. 由於施政報告及財政預算案已宣布擴大中小企業市場推廣基金的資助範圍，以涵蓋由具良好往績的機構舉辦並以本地市場為目標的展覽會，故合資格參展商可向工貿署申請上述基金的資助。詳情請瀏覽[www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk)

Enquiry 查詢:



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